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## MEDICINE HAT COLLEGE BOARD OF GOVERNORS POLICY MANUAL

### BE-8: Community Contacts

<b>POLICY NAME:</b> Community Contacts	<b>POLICY NUMBER:</b> BE-8
<b>POLICY TYPE:</b> Board Effectiveness	<b>DATE APPROVED:</b> November 17, 2015 <b>DATE REVIEWED:</b> June 19, 2018

The Board recognizes that Medicine Hat College has an obligation to participate in ongoing communication between the College and the many individuals, organizations and government agencies, which make up the external community served by the College. The goal of these communication efforts is to ensure that vision and direction established by the Board is sensitive to the - needs of the community, and to ensure that the actions of the Board serve these needs.

The Board has established the following parameters to guide community contact initiatives:

- 1. Ends Assessment**  
To assist the Board in planning, meetings will be conducted with business and community groups to gather their perception of the College in meeting the needs of the communities, and relevant trends. This information will be used to improve the College's performance.
- 2. Collaboration**  
To assist the College in establishing strategic alliances, meetings will be conducted with organizations that have similar goals. These organizations will be asked to work closely with the College to improve our services to students and the college communities.

3. **Government Liaison**

To assist the College in fulfilling –it’s mandate, the Board will hold information-sharing meetings annually with local Members of Parliament, Members of the Legislative Assembly and municipal government representatives.

4. **Information Gathering and Sharing**

To provide an opportunity for two-way information sharing with community contacts, and to demonstrate the use of this information in College planning, the board will schedule regular public meetings.

5. **Fundraising and Public Relations**

To assist the Board in establishing priorities, and to provide the opportunity for the community to contribute financially to the College, the Board will meet with community groups and individuals.

The Board will:

- Meet a minimum of twice annually with business and community groups.
- Make regular Board meetings open to the public. The media will be informed in advance of regular Board meetings.
- Invite the public to attend and participate in important College events.
- Conduct regular community surveys.